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Commerce

November 6, 2000

TO: Harry Jacobs
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District Property Owners Association

SUBJECT: Third Quarter
July 1, 2000 through September 30, 2000

Hollywood Entertainment District
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As is required in our Agreement with the city of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District. This report covers both BIDs – Phase I and Phase II. The activities will generally refer to the entire District, unless activities specific to one of the Phases are important to highlight.

I. Operational Issues

- ▶ The staff moved into an interim location, 6425 Hollywood Boulevard, Suite 401, until a permanent office can be built at 6253 Hollywood. Rent is generously waived by Pacific Theatres.
- ▶ Staff drafted a letter to Shepard Mullin, Richter and Hampton asking for advice on how to handle a \$300,000+ reserve that has accumulated in Phase I/Phase II BID accounts. This will impact the decision making of the Phase II Steering Committee who will want to know whether these funds can be factored into the budget for the new BID. A meeting will be held with the city attorney and city clerk's office in the fourth quarter of the year.
- ▶ A Nominating Committee, consisting of Monica Yamada (chair) from CIM Group, Raubi Sundher and Jack Arian met on a couple of occasions during the summer, and presided over the nominating process. Letters were sent to all property owners in July encouraging applications for the Board. The July 27 deadline yielded seven names submitted for five seats. On August 18, the following individuals were announced in a mailing to the membership and they will be elected in November: Ed Collins, Buena Vista Pictures; Sheila Holincheck, Gilmore Associates; Bill Hertz, Mann Theatres; Kathy Ketchum, L.A. Gay and Lesbian Center and John Tronson, Ramsey-Shilling.

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- ▶ The Court of Appeal heard oral arguments in the case, *Epstein v. city of Los Angeles, Hollywood Entertainment District* on August 15, 2000. A decision is expected within 90 days.
- ▶ The Board of Directors is seeking input from property owners within the BID on the question of opening meetings to property owners. No decision will be made on this until after the court ruling in *Epstein v. L.A.*, HED is rendered. However, in the meantime, some letters have arrived from property owners with suggestions relative to this issue.

II. Security

- ▶ The \$300,000 security grant, made available through the Hollywood Construction Impact Program, administered by the CRA, ended in mid-September. The HEDPOA spent
- ▶ The Security Committee authorized a letter sent to electronics/camera stores in the Phase I area of the BID that indicates that the BID will be promoting "comparison shopping" to tourists.
- ▶ The Board authorized a "trial deployment" to cover late night hours during the final weekends in summer (four weeks, up until Labor Day). After the trial, Burke Security met with the Security Committee and presented a video tape showing the level of activity within the BID, in the early morning hours, and presented a written report. At that time, the Security Committee recommended, and the Board agreed, that the Association could not justify devoting the financial resources necessary to patrol the entire BID, when there were just a few instances where there was activity into the early morning hours. The Board acknowledged that as Hollywood revitalizes, this may need to be re-visited in the future.
- ▶ The Board approved a special deployment to coincide with the Democratic National Convention. During a four day period, the HED had 10 officers (as compared to 6) working 12 hour days.
- ▶ The Security Committee recommended to the board the seeking of competitive bids for the security contract. The current contract with Burke Security expires on December 31, 2000. This process will commence in October.
- ▶ The Board approved, on September 21, the deployment of a special "early morning detail" that will consist of one two-person team, working

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from 6 a.m. to 9 a.m. four days a week. Previously, this was funded from the HCIP security grant, but the Board authorized \$21,000 for this patrol through the end of the year. The cost is divided 30 percent to Phase I and 70 percent to Phase II.

III. Streetscape Issues

- The Board authorized an expenditure of \$15,000 from the Phase I and Phase II streetscape budgets to assist the Hollywood Chamber of Commerce in its Christmas lighting project.
- The Sign Task Force finished its report and transmitted its "white paper" and 13 core recommendations to Councilmember Jackie Goldberg on September 6, 2000.
- ▶ The Mexican Fan Palms were planted during the last week in August. Granite paver tree wells were installed after Labor Day.
- ▶ A \$31,923 contract with Hollywood Beautification Team was completed and planting of Queen Palms on Cahuenga is scheduled for November. The Board of Public Works approved a permit in early August. Funds come from the HCIP grant.
- ▶ Vine tree planting project: a letter was submitted to the city in July asking that the process be started to remove existing Ficus Trees on Vine and plant Jacaranda trees. Additionally, in the same communication to the city, a request was made for permission to plant Canary Island Date Palms at Hwd/Highland and Hwd/Vine. The city posted the trees in September for a 30-day period.
- ▶ Jack Brogan finished most of the street light maintenance (e.g., stage lights and palm tree uplights) during late July. However, Ivar sidewalk lights still need to be repaired.
- ▶ The Board authorized an extension to the California Street Maintenance contract. Though scheduled to expire on December 31, 2000, it will be negotiated for an additional nine-month period, to coincide with the ending of the current BID.

IV. Marketing

- ▶ The "Town Crier" from England, who was to have been underwritten by

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six marketing partners within the BID, could not secure a visa to work in the U.S. during the summer.

- ▶ BID had a presence during the Democratic National Convention by participating in welcoming delegates at subway stations. The HED also ran an image ad in the DNC visitors guide.
- ▶ The mobile visitor information kiosk was delivered in August and is parked in front of the Hollywood Wax Museum. The Wax Museum is participating as a co-sponsor.
- ▶ An advertisement and editorial appeared in the annual "Hooray for Hollywood" publication in the Los Angeles Independent.
- ▶ The following articles appeared which mentioned or resulted from interviews with HEDPOA staff:

7/7 "Uncover Hollywood Blvd History," Leslie Parrilla, *Westside Weekly*

6/30 "A Star Is Reborn, With Deals For All," LA Times Fashion Writers, *Los Angeles Times*

7/5 "Entertainment District Begins Renewal Drive," Leigh Bailey, *Hollywood Independent*

7/29 "Hollywood's Comeback Trail," Doug Sanders, *Globe & Mail*

8/13 "Life Among the Stars," Ted Shaffrey, *Westside Weekly*

8/13 "Wish Upon a Star" Ted Shaffrey, *Westside Weekly*

8/13 "Caveat Traveler," Ted Shaffrey, *Westside Weekly*

8/17 "Hollywood Property Owner Files Suit," Daniel Evans, *Southern California Real Estate*

8/31 "Hot Potato - Brian Liddy Causes a Stir as a Green Shirt," Pat McDonald, *New Times*

Sept. Hollywood Blvd. Documentary - Steve Gribben

9/25 "Heading For Hollywood," Norinne De Gal, *Los Angeles Business Journal*

V BID Renewal

- ▶ The BID Renewal Steering Committee met on several occasions over the summer. Nearly 100 surveys were received from property owners indicating strong support for the concept of renewing the BID.

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- ▶ Four focus groups with property owners were held during September to seek input on the new BID.
- ▶ A subcommittee of the BID Renewal Steering Committee interviewed one consultant on 8/25/00 (the other two pulled out) and recommended to the city that Munifinancial be hired.
- ▶ During this period, the Steering Committee began to work on boundary and program issues.

VI. Other

- HED staff attended the International Downtown Association conference in Los Angeles in September. Kerry Morrison organized and co-taught a pre-conference work shop on how to manage a business improvement district. The HEDPOA co-hosted a night on the town in Hollywood for conference attendees.